To:

From:

Re: Request for approval: SocialMedia.org's Board Meeting - Spring 2024

I'd like to attend SocialMedia.org's Board Meeting in Dallas on May 22-23.

It's the most exclusive gathering of social media leaders from the world's largest brands. This year's meeting will bring together more than 100 leaders in social media across PR, communications, and marketing from 100+ brands. No vendors, no outsiders – it's designed to help leaders like me.

Because the meeting format is dynamic, I'm able to contribute to the agenda based on the needs of our program. I plan to start discussions around our key initiatives, including:

* <<Topic 1>>
* <<Topic 2>>
* <<Topic 3>>

Benefits I anticipate from participating include:

* **Gaining unbiased peer insights and benchmarking** – confidentially, off the record, from practitioners who are leading programs at enterprise scale.
* **Identifying new opportunities**, because this is where fellow members talk about things that haven't made the mainstream conversation yet. We'll hear it here first.
* **Avoiding risk**. The confidential conversations allow us to learn things about platforms, vendors, and strategies that aren't shared anywhere else.

This meeting is confidential, which makes for incredibly valuable content. But it also means there are no recordings or notes – so we have to be there to get the insights. Other leaders absolutely love these meetings and say they're the most valuable use of their time.

Estimated breakdown of the costs:

* Registration: $1,100 (if we register by February 16, otherwise the fee is $1,350 before April 13 and $1,600 before May 16)
* Airfare:
* Transportation:
* Hotel:
* Meals:
* **Total**:

I will submit a trip report post-event that will include a brief summary of the conference and my learnings. I'd also be happy to share relevant information with other staff members and departments.

Thank you,

<<Name>>